



Client: Rasna Pvt. Ltd.

Category: Beverages

Services: Structure Design

Re-energizing Rasna on Shelf / Refreshing inside out / A SIP-per TO REMEMBER

Rasna - one of the world's largest instant drink manufacturers and exporters wanted to create a new sipper bottle under the Rasna Insta drink mix. A brand that was synonymous with the "I love you Rasna" tagline in our childhood was started to look dated on shelf. Except Brand Design was brought on board to come up with a unique sipper design which would make sure product stands out in the market and catches users' attention.

The Objective of Brief

The objective was to come up with a user- friendly sipper shape and design which could

- a) Incorporate 4 x 125g packs inside.

- b) Be easy to carry, easy to consume.
- c) Can be kept in a school bag, laptop bag for adults.
- d) Can be flaunted to carry to the gym or in the school.

Whom we needed to attract (Target audience)

The brief specified that the design should appeal

- a) To all family members.

Encept Approach

- a) Consumer Research

Encept Brand Design team carried out a primary research in supermarkets to understand the competitors' designs in the category i.e. Structure, User Visual Perception, Product study and cap type.



- b) Existing key problems noticed on Rasna bottle.



The team at Encept noted down the key problems that current structure had namely,

- Existing structure of the bottle did not compliment the graphics.
- Visual clutter on the packaging led to confusion.

Design challenges included:

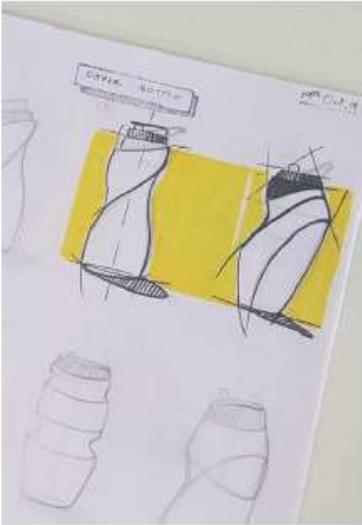
- To highlight the brand name.
- To maintain a user-friendly shape and design which could incorporate 4 x 125g packs with a restricted diameter of 73 mm.

c) MOODBOARD created for inspiration



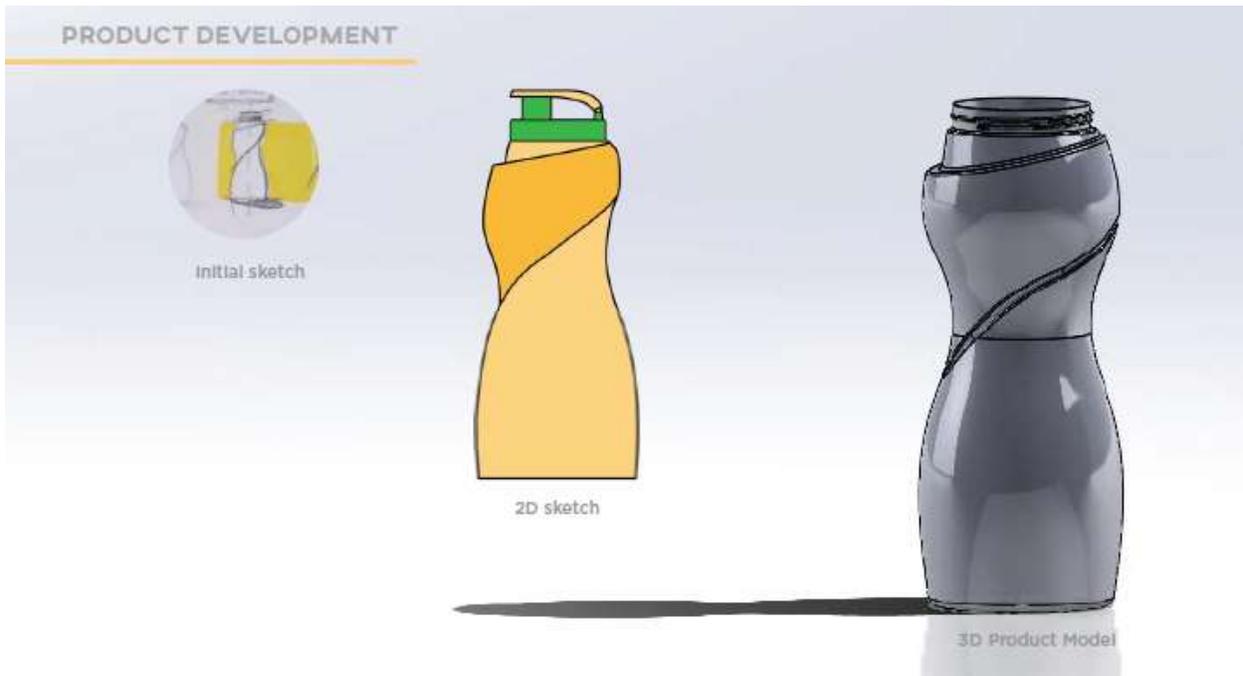
d) Sketch work Stage

After collecting all the required data the journey began to develop the sipper design on paper. Except Brand Design team started to create sketch work with the competitor analysis research; flaws in previous structure and inspiration from the moodboard were taken to develop the first draft.



e) Product Development Process

After initial sketch work, a flat 2D drawing is prepared followed up by 3D product model to understand the look and view of the product from all angles.

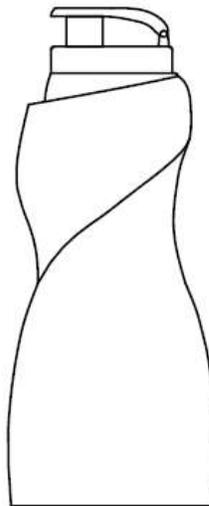


PRODUCT VIEWS

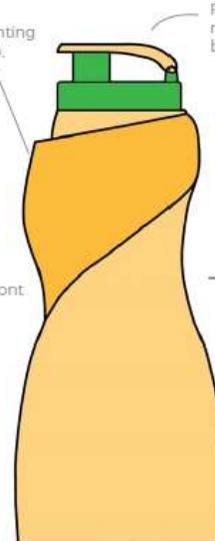


f) De-coding the design

The new structure helped Rasna to enhance the brand name. Flip-top was added to complete a sporty look and also gave it recognition of a sipper bottle. Depression was provided for easy grip when you lift up the bottle also heavy bottom gave more stability to the bottle.



Lifted front helps in highlighting the brand name.



Flip-top cap for immediate recognition of a sipper bottle.

Front

Depression for easy grip.

Heavy bottom adds stability to the bottle.

Side view



Old Structure Design

V/s



New Structure Design